INTRODUCTION:

Financial markets are constantly becoming more efficient by providing more promising solutions to the investor.Being a part of financial markets although mutual funds industry is responding very fast by understanding the dynamics of investor's perception towards rewards, still they are continuously following this race in their endeavor to differentiate their products responding to sudden changes in the economy. Thus, it is high time to understand and analyze nvestor's perception and expectations, towards the performance of differents mutual funds companies and unveil some extremely valuable information to support financial decision making of mutual funds.

In few years Mutual Fund has emerged as a tool for ensuring one's financial well being. Mutual Funds have not only contributed to the India growth story but have also helped families tap into the success of Indian Industry. As information and awareness is rising more and more people are enjoying the benefits of investing in mutual funds. The main reason the number of retail mutual fund investors remains small is that nine in ten people with incomes in India do not know that mutual funds exist. But once people are aware of mutual fund investment opportunities, the number who decide to invest in mutual funds increases to as many as one in five people. The research a Study Of the Performance Of selected mutual funds companies on the saving and investment practices of the investors .This paper will help to know about the awareness about different mutual funds schemes . to analyze the performance of different mutuals funds companies and to know customer perception regarding performance , know about social economic impact of different mutual funds schemes Plan).

The origin of mutual fund industry in India is with the introduction of the concept of mutual fund by UTI in the year 1963. Though the growth was slow, but it accelerated from the year 1987 when non-UTI players entered the industry. In the past decade, Indian mutual fund industry had seen a dramatic improvement, both qualities wise as well as quantity wise. The main reason of its poor growth is that the mutual fund industry in India is new in the country. Large sections of
Indian investors are yet to be intellectuated with the concept. Hence, it is the prime responsibility of all mutual fund companies, to market the product correctly abreast of selling.

UTI could do this nearly for three decades (1964-1987) due to its monopoly in the industry. In the second phase of oligopolistic competition (1987-1992), the public sector banks and financial institutions entered the field, but with the then existing boom condition, it was a smooth sailing for the industry. Further, the globalisation and liberalization measures announced by the government led to a paradigm

shift in the mind set of investors and the capital market environment became more unfriendly to retail investors. They had no other choice but to turn to MFs to reap the benefits of stock market investing. Hence, the need to be innovative in designing the product was not felt and investors had to choose from among the limited schemes offered. During the third phase (1992 hence) the industry was thrown open to the private sector and the stage got set for competition. Currently (as on 31/3/2009) there are near 425schemes (Source : Mutual Fund Year Book, 2000) with varied objectives and AMCs compete against one another by launching new products or repositioning old ones. In the future, MF industry has to face competition not only from within the industry but also from other financial products that may provide many of the same economic functions as mutual funds but are not strictly MFs. For example, in US, one savings institution has patented a product that promises to deliver consumers a pay off indexed to college tuition costs, thus attempting to meet a common consumer requirement [Ellen Schultz (1992)]. This product is structured as a certificate of deposit but it could have been set up as a Mutual Fund. Such products will shortly appear in the Indian market also. All this, in aggregate, heightens the consumer confusion in his selection of the product. He is confused as to how to sift the grain from the chaff? Unless the MF schemes are tailored to his changing needs, and unless the AMCs understand the fund selection/switching behavior of the investors, survival of funds will be difficult in future.

Scenario of mutual funds in Raipur is too large because large number of investors also invest their money in Chhattisgarh . now a days Chhattisgarh is state is becoming develop day by day ..Researcher wants to examine the performance of different Mutuals funds schemes in Raipur .It aims to analyse the performance about social economic impact of differtent mutual funds schemes and to assess the customer perception towards investment in different funds in state.

REVIEW OF RELEATED LITERATURE

The existing behavior finance studies are few and very little information is available about performance of mutual funds selected difference schemes ..

Kulshreshtra (1994) offers certain guidelines to the investors in selecting the mutuals funds schemes .

Shanmugham (2000) conduct a survey of 200 investors to study of information sourcing by investors and strategy of various companies.

Madhu sudhan v jambodekar (1996) conduct a study of assess the awareness of mutuals funds among investors to identifying decision and choice a particular funds.

Sujit sikidar and Amrit pal singh (1996) a survey with an objective to understand the behavioural aspects of the investors.

Anjan chakarbarti and harsh Rungta (2000) importance of brand effect in determining the performance of AMCs

Jambodekar (1996) conducted a study to assess the awareness of mutual funds among investors ,to identify the information sources influencing the buying decision and the factors influencing the choice of a particulars funds .

Singh and Jha (2009) conduct a study on awareness and acceptability of mutualfunds and those customer basically prefer mutual funds due to performance

Goetzman (1997) states that there is evidence that investors pschyology affects funds\ schemes selecting and switching.

DeBondt and Thaler (1985) while investigating the possible psychological basis for investors behavior over performance of different firms.

Ramamurthy and Reddy (2005) conduct a study to analyze recent trades in mutual funds industries .

Anand and murugaiah (2004) had studied various strategic issued releated to marketing of financial services .

Atamarani (1995) SEBI Regulations – a case for level playing field analyst ,

Gupta (1994) made a household investor survey with the objective to provide data on the investor preferences on MFs and other financial assets. The findings of the study were more appropriate, at that time, to the policy makers and mutual funds to design the financial products for the future

OBJECTIVE

1) To find out awareness about different mutual funds schemes in Raipur
2) To Analyize the performance of different mutual funds companies in Raipur.
3) To know the customer perception regarding performance in Raipur.
4) To assess the performance of different selected mutual funds schemes in Raipur .
5) To know about social economics impact of different mutuals funds schemes in Raipur.

HYPOTHESIS

On the basis of objective of the study null hypothesis will be formulated and tested.

RESEARCH METHODOLOGY

Scope of the study : The scope of the study is confined only in Raipur city . sample size is limited to 300 educated investors in urban cities only. Demographics include ,Name, Martial status and Annual income.

RESEARCH DESIGN:

Steps of research Design : The first steps states that what is the information that is actually required .Information in this case we require that what is the approach of investors while investing their money in different mutual funds schemes in studies the extent to which the investors are aware of the performance of various companies while making investment.

Population:

To achieve the objective of research city of Raipur was selected .All the clients of Reliance, Religare And SBI, HDFC , TATA ALLIANZ mutual funds schemes.

Sample Unit :

Investors and Non Investors

Sampling Technique:

The sample size has been taken by non-random conveince sample technique.

Source Of Data:

The data for the study will be available from Primary and Secondary sources .For the primary data selected respondent will be approached For the secondary data various published documents ,Articles, Different newspaper and magazines.

DATA COLLECTION:

The data will be collected with the help of questionnaire \ schedule .in majority of the cases the researcher will personally visit the respective respondent and collect the data .

Plan for data analysis:

Analysis of data is planned with the help of mean, bargraph technique and analysis of variance.

EXPECTED OUTCOMES OF THE PROPOSED WORK:

To understand the performance of mutual funds in different companies from the point of investors .this thesis help to analysis or help to invest their money in many schemes from different companies without any hesitation .This may help to update the set benchmarks & so can improve the performance of mutual funds at different companies . The researcher will look at decisions towards customer how they invest money I different products or schemes and help perception towards investment companies

performance is to be good no customer will leave against invest in mutual funds .it will help[them to compete and cope –up with the challenges competition both from inside and outside the country. To .finding the study will be useful to academicians to deeply understand the impact of these factors on consumer intention towards performance of various companies and gives attention to them for improving their service towards customer. To assess the performance of different selected mutual funds schemes. To know about social economic impact of different mutual funds schemes.

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